

Have You Bought Your New Fall Clothes?

Harper's Bazar Fashions Will Save You Money

IN this season of high prices the only way you can buy clothes economically is by knowing beforehand what is going to be worn. When you go shopping and when you visit your dressmaker you should be armed with advance information. By knowing ahead what the fashions are going to be you can choose clothes that will remain in style as long as they are wearable. And that is the true economy our Government urges.

Harper's Bazar is the only magazine that gives you real advance fashion information because it is the only magazine that secures its fashions direct from the great creators of New York as well as Paris. While other magazines show you merely what is being displayed in the shops at the moment, Harper's Bazar tells you in word and picture what the shops will display in future.

In Paris, the expert staff of the Bazar go right into the workshops and watch the designers day by day. Every steamer brings us detailed sketches and reports; every few days we receive cables from our Paris Office—all keeping us in close touch with fashions at their source.

Only in Harper's Bazar do you get at first hand the original ideas of Erté, the most gifted designer in Paris to-day. Only in the Bazar do you get the original designs and the exquisite drawings of Miss E. M. A. Steinmetz, the best and best-known artist designer in America. The Bazar is the only fashion magazine which gives you regularly signed articles by Lady Duff Gordon, Henri Bendel and Tappé, illustrated with their newest and smartest creations.

In a few days the big October Fashion Number of Harper's Bazar will be ready for you. It contains, in addition to its usual fashion features, complete and authentic reviews of the recent Paris openings. The demand for this number always exceeds the supply. To be sure of securing your copy it is essential that you subscribe or place an advance order with your dealer at once.



Here are two original designs by Miss E. M. A. Steinmetz, whose work you can see only in Harper's Bazar. Both of these designs omit the use of wool, which is needed for the Army. The model on the left is a coat of Satin Barre that may be worn all day long. When the narrow belt is unfastened it may be slipped within the panel folds, making a loose wrap suitable for evening. During the day, when muffs are needed, the deep wide cuffs of outer answer the purpose when one clasps one's hands within them. To wear under this coat, Miss Steinmetz has designed the silk serge frock shown above.



In these designs also wool substitutes are used. The frock sketched above has been designed for glove skin velvet, one of the new fabrics. Again Miss Steinmetz introduces a draped skirt and a long-waisted bodice deeply girdled with crushed folds of the material. On the right you see the most advanced mode in coats, following the long, slim lines that will be a feature of the season. The coat is open at the sides and so makes a sort of panel in the back. The bands are of seal skin, as is the muff, while the coat itself is of Georgette Satin.

It Will Inspire Your War Work

Every issue of Harper's Bazar gives you authoritative, practical articles which tell how you can help win the war. Realizing the supreme importance of enlisting every woman in this country for some sort of national service, the Bazar publishes articles by the leaders of the various war activities, such as Miss Mabel Boardman, of the Red Cross; Mrs. Edward T. Stotesbury, of the Navy Recreation Department; Dr. Rosalie Slaughter Morton, of the American Women's Hospitals; Mrs. Lydig Hoyt, of the Red Cross Institute; Mrs. French Vanderbilt, Mrs. Frank A. Vanderbilt, Mrs. William A. Chandler and many others. These articles in the Bazar are different from ordinary war articles in that they tell definitely what you can do to help the organizations carry on.

Perhaps you have not yet discovered the kind of war work you can do best. Perhaps you have not yet found your niche—that place where you can bring your offering of one hour a day, one day a week, one month a year or one year of your life. Harper's Bazar will help you find that place. Through its department called "Where You Fit Into the War" hundreds of women have been enrolled in the field where they will do the most good. Look for this unique department in the big Fall fashion number just off the press.

Get Harper's Bazar Now at the Pre-War Rate

Right now you can save money in the purchase of Harper's Bazar. With the increased cost of magazine making, plus the increased cost of postage, the price of the Bazar has necessarily been advanced from 25 cents to 35 cents a copy—\$4.20 for the 12 issues of a year—but for the present the yearly subscription remains unchanged at the old rate of \$3.00—a saving of \$1.20 if you subscribe now.

Save your time and energy and money by subscribing today. Don't bother to write a letter or make out a check. You can pay later when we send you a bill. Just fill in and mail us the coupon below.

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Harper's Bazar, 119 West 40th Street, New York City:

Please enter my subscription for one year beginning with your October Fall Fashion Number. I agree to pay \$3.00 on receipt of your bill.

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Its Fiction Will Divert and Cheer You

Harper's Bazar is really four magazines in one—Fiction, Fashion, Society and Service. No other magazine of its kind publishes any fiction at all. And in Harper's Bazar you get distinguished stories by such noted writers as Gouverneur Morris, Josephine Daskam Bacon, Leonard Merrick, Cosmo Hamilton and others.

In the big October number you will find splendid short stories by Mary Lerner, William MacHarg and Albert Payson Terhune—also serials by Mrs. Humphry Ward and Maria Thompson Daviess. In November begins a new story by Marjorie Benton Cooke, even better than her famous "Bambi."

For your benefit the Bazar maintains a staff of expert shoppers who will do your buying for you so that no matter where you live you can obtain the best values offered by the New York shops. Every month the most interesting things to be found are illustrated on our shopping pages. Thousands of women choose their wardrobes from the clothes and accessories shown in this department month by month.

And our Personal Shopping Service—for which you pay nothing extra—will buy for you anything at all that you may need, whether it is shown in Harper's Bazar or not.

You Should Subscribe or Order in Advance

There are only two ways to be sure of getting Harper's Bazar. In order to save paper at the Government's request we are printing only enough copies to fill actual subscriptions and advance orders. So unless you enter your subscription, or place an order with your newsdealer now, you will be disappointed. All you need do to subscribe is to fill in and mail us the coupon in the left-hand corner. Or if you prefer to secure your copies month by month, fill in the coupon below and give it to your newsdealer. The October fashion number of the Bazar will be out in a few days. Subscribe or order it now—before you mislay this announcement.

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